

REMARKS

Reconsideration of this application is respectfully requested. The independent claims have been amended to clarify that the personalization data or keys are distributed to the receiver via a broadcast stream. Support for these amendments is found in the specification as filed, for example at paragraph 24. Claim 18 has been amended to correct a grammatical error. No new matter is added by any of these amendments.

The present claims are patentable over Marsh (U.S. Patent 7,080,039), which describes scheme for associating media content with households using smart cards. Marsh distributes smart cards to households in some fashion (col. 15, ll. 9-11), but because these are physical devices they cannot be distributed via a broadcast stream as presently claimed. Hence, the present claims are patentable over Marsh.

If there are any additional fees due in connection with this communication, please charge our deposit account 19-3140

Respectfully submitted,

SONNENSCHN NATH & ROSENTHAL LLP

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/Tarek N. Fahmi/

Tarek N. Fahmi  
Reg. No. 41,402

PO Box 061080  
Wacker Drive Station, Sears Tower  
Chicago, IL 60606-1080  
650.798.0320